



January Nutrition: Fueling Your Herd Through Winter's Toughest Month

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January marks the heart of winter in Southeast Tennessee. If you run a spring-calving operation, your cows are either entering their final 60 days of gestation—or you may already be welcoming the first new calves of the season.

This transition from late pregnancy to early lactation represents the single highest nutritional demand on a cow all year. Cold weather combined with milk production is a costly challenge, and cutting corners on feed now can lead to poor calf health and low rebreeding rates later.

At AgCentral, we see firsthand how proper feed management makes a measurable difference. Whether you're managing a cow-calf herd, raising goats, or caring for backyard poultry, **winter is the time to closely monitor body condition, nutritional balance, and feed efficiency.**

“January is when the gaps start to show,” says Josh Cornelius, Sweetwater Store Manager. “Hay alone often doesn’t meet the protein and energy needs animals have during cold weather. That’s where a solid feed plan really pays off.”

Why Winter Nutrition Matters

Cold temperatures increase energy requirements, while late gestation and early lactation place additional strain on livestock. Without adequate supplementation, animals can lose condition quickly, impacting productivity and long-term performance.

Winter feeding isn't just about getting through the season—it's about positioning your herd for a strong, healthy start to spring. Thoughtful nutrition now helps maintain body condition, reduce feed waste, and prevent costly setbacks down the road.

Feed Options for January

We've stocked up on proven winter feed solutions to fit every herd size and budget! Check out our expert guidance below:

Beef Cattle

- 12-14% protein cubes
- Range pellets
- All-natural tubs for supplementing hay-based diets

Goats & Sheep

- High-protein textured feeds
- Mineral blends designed to support parasite resistance and winter coat health

Horse

- High-fiber pelleted feeds
- Beet pulp
- Senior formulas to help maintain weight and energy

Poultry

- Layer pellets
- Cracked corn mixes to support warmth and consistent egg production during shorter days

AGCENTRAL PRO TIP:

Offer free-choice mineral year-round. Proper mineral intake supports digestion, reproduction, and immune health—especially during high-stress periods like winter.

Stop by AgCentral this month and let our team help you fine-tune your winter feeding plan—your herd's spring success starts now!

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